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Singapore's Affluent eCommerce Shoppers Report 2014

agility RESEARCH
& STRATEGY

Singapore's luxury boom is going online

- By 2015, Singaporean e-shoppers will purchase an estimated S\$4.4 billion worth of goods and services or 132 % growth from 2012.
- Online and mobile shopping for luxury goods has exploded in Singapore thanks to the following factors:
 - Fast-growing penetration of Internet-enabled smartphones
 - E-retailers' offer of lower prices, greater convenience, and broader selections compared to physical stores



Source: Asia News Network 2013

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Value add: In-depth data on seven categories and excel tables covering more than 250 luxury and premium brands

This Report also Contains ...

- ✓ The **Affluent Brand Purchase™** summarizes how a brand stands against its competition among the Affluent against the actual purchase in the last 12 months
- ✓ The **Affluent Wishlist™** forecasts the Affluent demand for premium and luxury items.
- ✓ With **Affluent Engage™**, brand executives and marketing strategists can identify which media-channels & entertainment platforms the Affluent find most inspiring and informative when deciding which brand to buy.
- ✓ **Affluent Advocacy™** identifies how online buzz affect their brand choices – and how they contribute to the online buzz,



Fashion



Watches & Jewelry



Technology



Automobile



Destinations



Hotels



Beauty

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Methodology

- **The Agility Affluent Insights** was conducted online among 1500 (equally distributed) affluent respondents in 5 countries - China, Hong Kong, Singapore, Indonesia and the US.
- The respondents were representative of the online population in terms of age and gender, aged 18-59 years old.
- Our definition of the affluent consumer is as follows:

| Country | Affluent Definition |
|---------------|---------------------------|
| China | CNY 180,000 and above |
| Hong Kong | HKD 720,000 and above |
| Singapore | SGD 100,000 and above |
| Indonesia | IDR 160,000,000 and above |
| United States | USD 90,000 and above |





There will be over a billion affluent consumers in Asia over the next decade.

How is your business understanding their needs?

At Agility Research & Strategy,
We are Fluent on the Affluent™.

With 30 years of combined experience on the Affluent and Luxury market, we understand the affluent consumer and help brands engage effectively with this premium segment.